



Delaware State Arts Council Meeting Minutes  
September 17, 2014  
10 a.m. to 3 p.m.  
Grass Dale Center, Delaware City, DE

**Attending:** Council: Lise Monty (Chair), Tina Betz, Joann Browning, Lori Crawford, Robert Fitzgerald, Rick Givens, Ralph Kuebler, Heather Morrissey, Jon Newsom, Cheryle Pringle, Carol Rothschild, John Sarro, Catherine Walls, Mack Wathen

Staff: Paul Weagraff, Kristin Pleasanton, Terry Plummer, Sheila Ross, Roxanne Stanulis, Katie West, Gwen Henderson, Dana Wise

**Absent:** Margaret Johnson, Lou Braithwaite

The meeting was called to order at 10:00 a.m.

Minutes were approved from the June 18, 2014 Council meeting.

**Public Comment** - None

**Old Business** - None

**New Business** - None

**Chair's Report – Lise Monty**

Thanks to Mack, John and Tina for helping to select our leader for the strategic planning process, Maren Brown Associates

**Director's Report – Paul Weagraff**

Welcome Maren Brown and Mary Margaret Schoenfeld who will be working with us today and over the next several months in a series of activities to create our strategic plan. Strategic planning is mandated by the NEA and is required to receive federal funding. It's also required to be a public input process. We'll start this morning by having council members introduce themselves to Maren and Mary Margaret.

**Notes from SWOT Analysis (Strategic Planning Session)**

**Maren Brown and Mary Margaret Schoenfeld**

**STRENGTHS (Increase)**

- 1) Staff: Experienced, Agile, Strong, Caring, Accessible, Capable, Committed, Flexibility
- 2) Grants Process/Systems Strong - Efficient, Streamlined; Marketing by DDOA
- 3) Ability to provide General Operating Support; Good knowledge of needs of artists and arts organizations

**WEAKNESSES (Minimize)**

- 1) Limited education program
- 2) Need to reach more diverse audiences
- 3) Lack of clarity re: staff roles

### **OPPORTUNITIES (Enhance)**

- 1) Get recipients of funding to become pro-active advocates in publicizing benefits to communities they serve
- 2) Initiate discussions with potential state leaders before they are elected; Trends in downtown development and creative districts
- 3) Message the arts in terms of impact; Small state – allows familiarity and engagement with arts agencies and artists

### **THREATS (Mitigate)**

- 1) STEM focus de-emphasizes arts and humanities in education
- 2) Change in state leadership; Limited private resources, declining funding outside government
- 3) Cascading impact of reduction in public funding on arts organizations in state (and diminished role of DDOA)

### **Debriefing Results - Group 1**

- Make sure all candidates are informed of value of the arts – get it on their platform
- Identify follow-up actions to above
- Connect with DAA to reach politicians – leverage the DAA's growth
- Identify what the obstacles are that prevent schools from participating in DDOA programs
- Meet with school superintendents
- Prioritize our funding
- Investigate nature and flexibility of restricted funds
- Identify diverse audiences – contact churches
- Connect with diverse audiences where they gather
- Identify obstacles that prohibit participation – statewide
- Collaborate and communicate with state tourism
- Get tourism to see value of arts beyond “heads in beds”
- Embrace fact that we aren't Philly or NYC, etc.
- How can division support in most effective way organizations serving diverse populations
- Educate organizations on best practices or models of diverse programming, etc.
- Identify what groups in state aren't being served. How should they be served?
- Contact council for suggestions for people for individual interviews and focus groups
- TREND
  - Arts initiatives that are part of bigger initiatives (economic development)
  - Pop-ups
  - Can DAA “pop-up” at other events or organizations?
  - Add
    - Buccini-Pollin to list
    - Lingo in Sussex
    - Schell Bros.

### **Debriefing Results - Group 2**

#### **Weaknesses:**

- Education Programs
  - Danny Peak (Wolf Trap pre-K)
  - Raye Jones Avery (pre-K CCAC)
  - Stuart Baron (DCAD)
  - Suzanne Burton (UD)
  - Kim Klabe (RAL – after school)
  - Representative (Pegasus Boys & Girls Club)

- Diverse Audiences
  - Representative from DART (transportation)

If we put more resources into Arts Ed:

- 1) What is the most helpful type of support we can give you?
- 2) How can we reach more ethnic audiences?
- 3) How can we brainstorm on ways to provide transportation to arts events? (not limited to Arts Ed)

- Suggestion: Bring in consultant to do an analysis on staff roles and responsibilities and provide findings to address **lack of clarity re: staff roles**

**Threats:**

- STEM
  - Secretary of Education
  - Science person at DOE
  - Rodel Foundation
    - Paul Herdman
    - Vision ED25 Representative
  - State Board of Education President
  - Frericka Jenner (State Teachers Association)
  - Higher Education teacher training programs
- Change in State leadership
  - Candidates
  - DAA
- Funding Support
  - John Baker
  - Wil Sherk
  - Board presidents of Chambers of Commerce
  - Banking industry
- Issues/Questions: ( for focus groups)
  - 1) How can the arts be integrated into STEM?
  - 2) What role can the council play in this process?
  - 3) What can we do (or say) to encourage your funding support of the arts? And who should present the case?
  - 4) Discuss the economic impact of the arts?
  - 5) How do you plan to continue support for the arts in place currently? What is your plan for the arts in Delaware? ...and visual platform?
    - a. Do you need help in developing a platform for the arts?

**Enhance Opportunities:**

- 1) Put blurb on grant application or question to respond to on grant apps or final report
- 2) Require grantees to copy us on letters to legislators (encourage strongly)
- 3) Teach grantees how to evaluate the impact of your work (could be topic at Arts Summit)
- 4) \*\*\*this opportunity can be tied into #2(change in state leadership) on Threats

Notes from strategic planning will be incorporated with notes from focus groups, surveys, individual interviews, and regional meetings for January follow-up retreat.

Facilitators thanked all for their participation in the planning retreat.

**Motion and second to adjourn meeting at 2pm - All in favor.**